

Message Text

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PAGE 01 TEHRAN 10192 101107Z

13
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 018847

R 101027Z OCT 76
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9480

UNCLAS TEHRAN 10192

E.O. 11652: N/A
TAGS: BBSR IR
SUBJ: WTDR/FTI

REF USDOC 11573

1. IRAN 2. CNTRY CODE: 507 3. SER NO:
4. VITANA CO
4A. CODE: K 4B. CODE: A 4C. CODE:
5. 1037 BOUZARJOMEHRI AVENUE
6. TEHRAN, IRAN
7. ESTABL: 1959 8. EMPL: 900 9. SIZE: (19-X) LARGE
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCT THROUGHOUT IRAN AND ALSO EXPORTS SOME
TO KUWAIT.
12. RPT. DATE: 10/76
13A. 20520/034 MFG. DIST. EXP OF BISCUITS
14. CINTACT: DR. REZA TEHRANCHI TITLE: PRESIDENT
15. CABLE: VITANA 16. TELEX: NA 17. TEL 525800
18. FINANCIAL REFS; VANK MELLI IRAN
19. TRADE REFS: NA
20. AGENCY REPS: NA
21. FIRM PRODUCES, DISTRIBUTES AND EXPORTS BISCUITS
AND COOKIES. IT WAS ESTABLISHED IN 1959 AND HAS
REGISTERED CAPITAL OF 200 MILLION RIALS. FIRM IS
OWNED BY REZA TEHRANCHI, PRESIDENT, IN PARTNERSHIP WITH
JAVAD, JALLIL AND JABBAR TEHRANCHI, AND IT IS
MANAGED BY M. YAZDANPARAST. TEHRANCHI FAMILY ALSO
OWNS SHARES IN SALVINCO (BISCUITS), KAPSAD (CONSTRUCTION
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COMPANY) AND HAMADAN CEMENT CO. VALUED AT 450 MILLION RIALS. FIRM

REPORTS WORKING CAPITAL AT 600 MILLION RIALS AND ANNUAL
SALES VOLUME AT 1 BILLION RIALS. BANKING SOURCE RATES
REPUTATION AS "GOOD". EMBASSY RECOMMENDS CONCERN AS GOOD
TRADE CONTACT.
22. PREPARED BY: A. NAVADEH APPROVED BY: D.E. WESTLEY
AT AMEMBASSY TEHRAN.
HELMS

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NNN

Message Attributes

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